

## IN THE CLAIMS

1. (Currently Amended) A method for rendering data on a user device ~~based upon~~ ~~concepts~~, comprising:
  - receiving ~~incoming the~~ data at a ~~the~~ user device, ~~the data including along with one or more~~ concept identifiers ~~for use in identifying concepts relating to the data~~ a plurality of rendering instructions;
  - retrieving the rendering instructions based ~~at least in part up~~ on one or more the concept identifiers; and
  - rendering the data on the user device, ~~based upon using~~ the rendering instructions.
2. (Currently Amended) The method of claim 1, further including:
  - identifying interactive elements ~~within~~ associated with some or all of the data; and
  - setting the interactive elements according to their associated data and the rendering instructions the interactive elements using the rendering instructions.
3. (Currently Amended) The method of claim 2, further including:
  - detecting selection of one of the interactive elements;
  - retrieving interaction rules ~~based on upon~~ associated with the interactive element; and
  - re-rendering the ~~data~~ interactive elements ~~based upon~~ using the interaction rules.
4. (Currently Amended) The method of claim 3 wherein the re-rendering ~~step~~ includes retrieving additional data from a remote server ~~based upon using~~ at least in part the selection of the interactive element.
5. (Currently Amended) The method of claim 1 wherein the receiving ~~step~~ includes receiving ~~as along with~~ the data, ~~a string of data and~~ one or more corresponding tags representing the one or more concept identifiers.

6. (Currently Amended) The method of claim 5 wherein the rendering ~~step including~~es parsing the ~~string of~~ data for presentation according to the rendering instructions.
7. (Currently Amended) The method of claim 1 wherein the retrieving ~~step~~ includes locally retrieving the rendering instructions at the user device.
8. (Currently Amended) The method of claim 1 wherein the rendering ~~step~~ includes formatting an appearance of a visual elements ~~for using some of~~ the data.
9. (Currently Amended) The method of claim 8 wherein the formatting ~~step~~ includes selecting, ~~based upon~~using the rendering instructions, at least one ~~of the following: from the~~ group consisting of a particular color for presenting the ~~data~~ visual element, a particular icon for presenting the data, the positioning of the ~~data~~ visual element, or a particular symbol for presenting the ~~data~~ visual element.
10. (Currently Amended) The method of claim 1 wherein the retrieving ~~step~~ includes selecting the rendering instructions based ~~upon a particular~~ at least in part on a type of the user device.
11. (Currently Amended) An apparatus for rendering data on a user device ~~based upon~~ concepts, comprising:  
a receive module for receiving ~~incoming~~ data at ~~a the~~ user device, ~~the data including~~ along with one or more concept identifiers ~~for use in identifying concepts relating to the data~~ plurality of rendering instructions;  
a retrieve module ~~for retrieving the~~ rendering instructions based ~~upon~~ at least in part on the concept identifiers; and  
a render module ~~for rendering the~~ data on the user device, ~~based using upon~~ the rendering instructions.
12. (Currently Amended) The apparatus of claim 11, further including:

a module for identifying interactive elements ~~within~~ associated with some or all of the data; and

a module for setting the interactive elements according to their associated data and the rendering ~~instructions~~ the interactive elements using the rendering instructions.

13. (Currently Amended) The apparatus of claim 12, further including:

a module for detecting selection of one of the interactive elements;

a module for retrieving interaction rules ~~based upon~~ associated with the interactive element; and

a module for re-rendering the ~~data~~ interactive elements ~~based upon~~ using the interaction rules.

14. (Currently Amended) The apparatus of claim 13 wherein the module for re-rendering includes a module for retrieving additional data from a remote server ~~based upon~~ using at least in part the selection of the interactive element.

15. (Currently Amended) The apparatus of claim 11 wherein the receive module includes a module for receiving ~~as along with the data, a string of data~~ one or more and corresponding tags representing the one or more concept identifiers.

16. (Currently Amended) The apparatus of claim 15 wherein the render module ~~includes~~ ing a module for parsing the ~~string of data~~ for presentation according to the rendering instructions.

17. (Original) The apparatus of claim 11 wherein the retrieve module includes a module for locally retrieving the rendering instructions at the user device.

18. (Currently Amended) The apparatus of claim 11 wherein the render module includes a module for formatting an appearance of a visual elements ~~for~~ using some of the data.

19. (Currently Amended) The apparatus of claim 18 wherein the module for formatting includes a module for selecting, ~~based upon~~ using the rendering instructions, at least one of the following: from the group consisting of a particular color for presenting the data visual element, a particular icon for presenting the data visual element, positioning of the data, or a particular symbol for presenting the data visual element.

20. (Currently Amended) The apparatus of claim 11 wherein the retrieve module includes a module for selecting the rendering instructions ~~based upon a particular~~ at least in part on a type of the user device.